

01-23-2003



Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

National Bedding Company

1-21-03

☐ Individual(s)☐ General Partnership☒ Corporation-State☐ Other _____☐ Association☐ Limited PartnershipAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment☐ Security Agreement☐ Other _____☐ Merger☐ Change of Name

Execution Date: 11/30/2002

2. Name and address of receiving party(ies)

Name: Serta, Inc.

Internal

Address: _____

Street Address: 325 Spring Lake Drive

City: Itasca

State: IL Zip: 60143

☐ Individual(s) citizenship _____☐ Association _____☐ General Partnership _____☐ Limited Partnership _____☒ Corporation-State Delaware☐ Other _____If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 78/157916

B. Trademark Registration No.(s) _____

Additional number(s) attached ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mary Margaret Murray, Esq.

Internal Address: Gardner, Carton & Douglas

Street Address: 191 N. Wacker Drive,

Suite 3700

City: Chicago

State: IL

Zip: 60606

6. Total number of applications and registrations involved: _____

7. Total fee (37 CFR 3.41).....\$ 40.00

☒ Enclosed☐ Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature.

Mary Margaret Murray

Name of Person Signing

Signature

January 14, 2003

Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

01/22/2003 TDIAZ1

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40.00 DP

TRADEMARK
REEL: 002653 FRAME: 0758

UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective as of this 30TH day of November, 2002, is by and between National Bedding Company ("Assignor"), a corporation organized under the laws of Illinois, whose postal address is 5401 Trillium Boulevard, Suite 250, Hoffman Estates, Illinois 60192, and Serta, Inc. ("Assignee"), a corporation organized under the laws of Delaware, whose postal address is 325 Spring Lake Drive, Itasca, Illinois 60143.

WHEREAS, Assignor is the owner of and has adopted, used and is using the trademark, WHISPER FOAM, for which Application Serial No. 78/157,916 is pending before the United States Patent and Trademark Office ("the Mark"); and

WHEREAS, Assignee wishes to acquire Assignor's entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in and to the Mark worldwide, together with the goodwill of the business in connection with which the Mark is used.

IN WITNESS WHEREOF, the Assignor has caused this assignment to be signed and executed by its duly authorized officer as of the date and year above written.

NATIONAL BEDDING COMPANY

By: BARBARA J. BRADFORD
Name: Barbara J. Bradford
Title: Senior Vice President - Marketing & Merchandising

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